

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

66611

DRAFTED BY: COM/BIC/OIM/DKATZ

APPROVED BY: EB/OCA/CM/JSIMMONS

COM/BIC/OIM/RGARNITZ

COM/BIC/OIM/JDOYLE

EB/OCA/CM/JSIMMONS

ARA/ECP/DLAREY

EB/OCA/NLAKAS

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R 052240Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY PANAMA

UNCLAS STATE 207047

FOLLOWING REPEAT STATE 207047 ACTION SANTO DOMINGO
NASSAU ASUNCION MEXICO SAO PAULO BOGOTA 30 AUGUST 75.

QUOTE

UNCLAS STATE 207047

E.O. 11652:N/A

TAGS: BEXP, DR, BEF, PA, MX, BR, CO

SUBJECT: COMMERCIAL OFFICERS CONFERENCES, LATIN AMERICA:
PANEL ON MANAGEMENT OF OVERSEAS EXPORT EXPANSION PROGRAMS

REF: A. STATE 187328, B. STATE 198846

1. THE FOLLOWING PROVIDES FURTHER CLARIFICATION ON SUBJECT
PANEL. THIS PANEL PRESENTLY SCHEDULED LAST ITEM ON
FIRST DAY AGENDA EACH CONFERENCE. PANELISTS AS FOLLOWS:

2. FOR SAN JUAN CONFERENCE:

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A. CHAIRMAN - DANE BOWEN, TO DISCUSS MANAGEMENT OF POST

COMMERCIAL PROGRAMS (WITH PARTICULAR REFERENCE TO CAP) FROM VIEWPOINT OF SENIOR E/C OFFICER WITH RESPONSIBILITY FOR OVERALL MANAGEMENT, ESPECIALLY WORK TECHNIQUE ADJUSTMENTS AND ORGANIZATIONAL MODIFICATIONS REQUIRED TO IMPLEMENT CAP.

B. GENTA HAWKINS, TO DISCUSS MANAGEMENT OF POST COMMERCIAL PROGRAM (WITH PARTICULAR REFERENCE TO CAP) FROM VIEWPOINT OF E/C OFFICER WITH RESPONSIBILITY FOR DAY-TO-DAY MANAGEMENT. PARTICULARLY INTERESTED YOUR ASSESSMENT CAP EFFECT ON EVERYDAY E/C OPERATION OF GOAL SETTING, EVALUATION OF RESULTS, AND IMPROVING EFFICIENCY.

C. GEORGE KACHMAR, TO DISCUSS MANAGEMENT OF POST COMMERCIAL PROGRAM (WITH PARTICULAR REFERENCE TO CAP) FROM VIEWPOINT OF E/C OFFICER WITH RESPONSIBILITY FOR IMPLEMENTING DIRECTIVES AND PROGRAMS OUTLINED IN CAP. INTERESTED IN YOUR EXPERIENCE WITH CAMPAIGN APPROACH AND YOUR ASSESSMENT OF THIS ORGANIZING TECHNIQUE AS METHOD BETTER POST'S COMMERCIAL EFFORTS.

3. FOR MEXICO CITY CONFERENCE:

A. CHAIRMAN - WILLIAM HAYNE,(SEE 2A ABOVE AND SUBSTITUTE CCP FOR CAP).

B. MARTIN HEFLIN,(SEE 2B ABOVE, SUBSTITUTE CCP FOR CAP. ALSO INTERESTED IN YOUR ASSESSMENT GENERAL EFFECTS OF CCP ON EMBASSY-CONSTITUENT POST RELATIONSHIPS).

C. STEPHEN GIBSON,(SEE 2C ABOVE, SUBSTITUTE CCP FOR CAP).

4. EACH INDIVIDUAL PRESENTATION SHOULD REQUIRE TEN MINUTES; A FORTY-FIVE MINUTE DISCUSSION PERIOD WILL FOLLOW. IN PREPARING FOR PANEL, YOU MAY WISH TO CONSIDER THE FOLLOWING QUESTIONS:

A. HAVE JUNIOR OFFICERS ASSIGNED AS CAMPAIGN MANAGERS BEEN SUCCESSFUL IN SECURING MEANINGFUL SUPPORT FROM OTHER MISSION ELEMENTS AND, IF SO, WHAT APPROACHES DID THEY USE?

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B. WHAT PROBLEMS/SOLUTIONS WERE ENCOUNTERED BY OFFICERS IN CONSULAR POSTS ASSIGNED AS NATIONAL CAMPAIGN MANAGERS?

C. WHAT TYPE OF MONITORING AND CONTROL SYSTEM HAVE YOU DEVELOPED TO CHECK ON CCP/CAP PROGRESS AND MEET CCP/CAP REPORTING GUIDELINES?

D. ARE THERE ANY CCP/CAP PROCEDURES IMPOSED BY WASHINGTON

WHICH INHIBIT ACHIEVEMENT OF THE PRIMARY GOAL OF
RESOURCE CONSERVATION--RECOMMENDATIONS FOR CHANGE?

E. HAS CCP/CAP HELPED THE POST TO INCREASE ITS INITIATIVE
CONTACTS WITH LOCAL BUSINESS COMMUNITY?
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE207047
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BIC/OIM/DKATZ
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750308-1199
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750979/aaaacrxi.tel
Line Count: 122
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 187328, 75 STATE 198846
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 04 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 MAR 2003 by maustmc>; APPROVED <20 JAN 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL OFFICERS CONFERENCES, LATIN AMERICA: PANEL ON MANAGEMENT OF OVERSEAS EXPORT EXPANSION PROGRAMS
TAGS: BEXP, DR, PA, MX, BR, CO
To: PANAMA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006